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EXTENSION
SERVICE

review

U. S. Department
of Agriculture

May
and June
1977



Targeting
Consumer
Concerns

U.S. DEPT. OF AGRICULTURE
MAIL CARD

44-30-774

EXTENSION SERVICE **review**

Vol. 48, No. 3

May-June, 1977

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The Extension Service Review, bimonthly publication of the Cooperative Extension Service, is for Extension educators in county, state and USDA agencies. The Secretary of Agriculture has determined that the publication of this periodical is necessary in the transaction of the public business required by law of the Department. Use of funds for printing this periodical has been approved by the Director of the Office of Management and Budget through July 1, 1978. The Review is issued free by law to workers engaged in Extension activities. Others may obtain copies from the Superintendent of Documents, Government Printing Office, Washington, D. C. 20402, at 60 cents per copy or by subscription at \$3.60 a year, domestic, and \$4.50 foreign.

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Consumer Concerns

What is a consumer...and what are her or his concerns? Does the Extension Service continue to serve the rural agricultural producer and the urban innacity? These are some of the questions we try to answer in this issue of the *Extension Service Review*.

Bob Bergland, Secretary of Agriculture, recently analyzed that often illusive term — "consumer" as he visited with a group of USDA employees:

". . . We're all consumers, even those who farm. We all consume. And so, the consumer interest is a legitimate interest. It is as legitimate as the producer interest. They're the same, most often."

Consumers are concerned about many issues — rising inflation; unusual weather occurrences, such as droughts; and the costs the middleman adds to the price of produce after it leaves the farm. How to conserve energy, home gardening, economic growth, community health services — these also are topics today's consumers want more information about.

Perhaps the articles in this May-June issue of the *Review* will help illustrate why the Extension Service is serving both rural and urban populations. A leading spokesman for farm organizations recently said farmers will understand the need for Extension support of consumer programs if we keep them informed of the reasons.

The 1977 programs of Extension are on "target" — are you?
—Patricia Loudon

Extension challenges the drought

by
William Carnahan
Information Specialist, ANR
Extension Service-USDA

More than 600 counties in some 20 states have been hit in varying degrees by the drought. The Cooperative Extension Services in these states are helping farmers and others deal effectively with water shortages and drought-related problems.

South Dakota

Extension agents and specialists working with the state Department of Agriculture in South Dakota have developed a statewide hay information program to get more than 10,000 hay buyers and sellers together.

Extension Agronomist Lyle Dersheid, program coordinator, said, "It has kept the lid on hay prices in hay short areas."

Task forces have been mobilized on irrigation, range and pasture management, and wildlife. Through a team effort, the South Dakota information staff has issued more than 150 drought-related news and feature articles the past 12 months. They have also prepared news spots for radio and TV, and have issued special drought-oriented publications to help farmers and ranchers cope with the situation.

In Hyde County, Agent Bill Paynter said 94 percent of the cattle have been sold because of the drought. Consequently, Paynter said, "We have been promoting sheep and hogs."

In other South Dakota counties, Extension agents have recommended shifts to sorghums and sudan grasses and have helped ranchers find supplemental pastures.

Minnesota

Like South Dakota, Minnesota organized a "Hay Hotline" to coordinate locating available forage

for sale," said Neal Martin, Extension agronomist. University farm management specialists advised farmers not to panic and pay extremely high prices for hay.

"We cautioned farmers not to pay the \$3 or more a bale that some people were asking for hay last June," said Paul Hasbargen, Extension farm management specialist. "We told farmers that alternative feeds were a much better buy and that hay could be brought



Hamilton County Extension Agent Richard Golladay tells it like it is in Kansas. The mound of soil behind Golladay all but covers the top of a 3-wire fence. In some sections along this road, it would be easy for cattle to step over the fence if it were not for the "hot wire" on top. Current drought conditions are not as bad as they were in the 1950's. "But, we don't know how long this will last," Golladay said. He tries to encourage farmers to do a good job of emergency tillage to control blowing.



Kansas wheat farmer Cecil Baker demonstrates just how dry the soil is on his Hamilton County farm. The average annual rainfall for the county is about 11 inches, and that's in town where it's measured. Only one-tenth of an inch of moisture had fallen on the land between November 15, 1976, and early April 1977.

into the drought area for about \$2 per bale.

Kansas

In Hamilton County, Kansas, Extension Agent Richard Golladay cites moisture and timing as the keys to getting a good wheat crop. "In 1965 we got a lot of moisture in 1 month," he said, "but it didn't do much good—it came at the wrong time."

Golladay works closely with his farmers to help cope with the drought. He encourages them to

do a good job of emergency tillage as his main effort. This includes plowing fallow ground deep enough to bring large clods to the surface to control wind erosion.

Golladay also encourages farmers to leave small clods on the surface at planting time and to furrow perpendicularly to prevailing winds. Even though the county is quite flat, he also suggests contour planting to conserve moisture and reduce soil blowing.



Colorado wheat grower John Swenson shows Southeast Area Extension Agent Lee Barden some of his drought stricken wheat. Barden said, "I still think we'll get a wheat crop in Prowers County, if we

Golladay also emphasizes keeping down weeds. Farmer Cecil Baker, a great believer of this, does it with sweeps and a rod weeder. Baker uses no chemicals. They are not economically feasible and, "if you use them and don't work the ground, it cracks open and the

John Swenson, a Prowers County, Colorado, wheat farmer checks his soil for moisture. The 4-foot probe penetrated the ground to almost 3 feet, indicating some moisture, but pretty far down. Average rainfall in Prowers County is about 15 inches, but this wheat has had only about 3 inches of moisture since it was planted last fall.



can get some moisture before too long. It won't be a bumper crop, but we could still make 15 to 20 bushels." The county average is about 22 bushels and the state average is slightly higher.

wind blows out what little moisture there is."

Jack Helfrich, a Hamilton County wheat farmer, is also a county commissioner. To protect his own soil, Helfrich follows Extension's recommended practices for conserving soil moisture. They include



In South Dakota, many corn and sorghum fields are being harvested with 4 rows left standing out of each 80 rows cut, to comply with Agricultural Stabilization and Conservation Service (ASCS) requirements in connection with low yield disaster payments resulting from the drought. "These standing corn rows make excellent snow fences," says South Dakota Extension Agronomist Edward Williamson. "For each foot of snow retained on the land, about an inch of water is accumulated, and we're going to need to do everything we can to conserve moisture."

listing for emergency wind erosion control during the fall and winter months, and weed control with sweeps and rod weeders on fallow ground during the summer months.

Colorado

In neighboring Prowers County,

Colorado, Area Extension Agent Lee Barden agrees with Golladay that moisture and timing are the keys. "We're going into our third year of dry weather," he said, "and it's the worst I've seen since coming here 10 years ago."

Barden is very optimistic about



Hamilton County, Kansas, Extension Agent Richard Golladay, left, discusses emergency conservation tillage practices with wheat grower Cecil Baker. Baker summer fallows about half his land; this is part of that land. During the winter months, the wind had blown considerable soil and tumbleweeds around the blades of this cultivator.

the drought in Prowers County and tries to share that optimism with his farmers. "In evaluating the situation, we try to give them the facts. We don't paint a rosy picture, but we don't make it look all bad either," he said.

There aren't too many planting alternatives in Prowers County, but Barden has recommended that farmers plant early harvest crops like barley or oats this spring rather than wheat or milo. "There's not going to be enough irrigation water to run us through the summer, so we might as well try to grow an early harvest crop," he said.

Barden has an excellent working relationship with his local Agricultural Stabilization and Conservation Service (ASCS) offices and uses their newsletters to reach the farmers with his educational materials. He also does an occasional radio program and articles for the area newspapers.

Extension meetings, featuring specialists from Colorado State University at Fort Collins, are also an important feature of Barden's Extension program to help farmers through the drought.

At a recent meeting, an irri-

gation specialist showed county farmers how to improve the efficiency of their irrigation systems, how much water to apply, and what kinds of crops to plant that require less water.

California

California is into its worst drought in history. Extension agent Bill Hambleton in Fresno County, the most productive agricultural county in the Nation, emphasizes that "We don't tell our growers what to do. We try to give them the best available information so they can make their own decisions."

Some of Hambleton's educational materials include ideas on measuring soil moisture, how crops use water, what crops use the least water and return the most income, rotation suggestions for annual crops, and ways to maintain the vigor of tree crops, grapes and other perennials.

Hambleton says he likes to convey these ideas on a one-to-one basis or to small groups. However, because of the drought, Hambleton said, "We've had more larger groups earlier in the year than we have ever had before."

Hambleton follows his educational meetings with periodic



Orange trees in this grove in Fresno County, California, are routinely planted on 11-foot squares. When the trees begin to crowd one another, every other row is removed. This operation usually takes 4 or 5 years. This year, Phil Bertelsen, manager of this grove, is trying to get the job done in 1 year. Trickle irrigation helps water the trees. Here, Bertelsen checks a coupling that will be eliminated, since the tree it watered has been removed. He hopes water consumption will be cut in half by the accelerated tree removal program.

newsletters, mass-media interviews, and "every means of educational promotion we can use."

Emphasis this water-short year in California is on saving perennial crops like citrus, almonds, grapes, and others. "If we lose these, it takes a long time to get reestablished," he added.

Without water, agriculture cannot survive," Hambleton said, "and here in Fresno County, we are facing one of the most traumatic droughts we've ever had to face."

Like most Extension agents, Hambleton is optimistic. He says he has a lot of faith and confidence in the American farmer. "I know California agriculture is going to survive. There are going to be individual losses, and some farmers will probably have to start again, but we will make it." □



by

Margaret Mastalerz
Extension Specialist-Press
West Virginia University

"There are few agencies available in rural areas, but there is always Extension, which has a community development focus."

For years the people of Preston County, West Virginia, had witnessed the declining availability of health services. Most of the small, isolated communities in this mountainous region had no doctors. In 1973, this rural area, with a scattered population of 30,000, faced a real health crisis.

Today the county has a citizen-run Health Council and a federally funded health project. Under it, two doctors from the National Health Service Corps (NHSC) treat patients in a main clinic at Kingwood, the county seat, and at satellite clinics in Egleton and Fellowsville. This summer, another clinic is planned to be opened in Bruceton Mills, and a third doctor will begin work.

How did this turnaround occur? Timing and the work of highly motivated county people, including a few West Virginia University (WVU) social work graduate student interns at the Preston County Extension office, were major factors.

1973 was the first year social work graduate students, under a 3-year grant from the National Institute of Mental Health, began a semester of community development work in county offices of the WVU Center for Extension and Continuing Education.

"The students were assigned to community-supported projects

Extension was concerned about, and which interested them," recalled Joseph L. Morris, division leader of Extension's 11-county Morgantown area, where the students worked. "We needed them to go into communities, talking about problems and solutions."

In Preston County, two students began attending such meetings. "The students fitted naturally into activities like these."

Once the communities showed a real concern for improved health services, the students began involving more people and agencies. Local media gave good coverage to county health problems and experiences resulting from no doctors in the area. From meetings in the small communities grew a representative county Health Council.

Lack of health manpower and funds was the main problem. In August 1974, the council began soliciting funds from federal agencies. NHSC recognized Preston County as an "area of critical need"—approving funds for physicians to work in the area. Through the U.S. Department of Health, Education and Welfare, (HEW) the Rural Health Institute funded support staff, equipment, supplies, and rent for a base clinic in Kingwood and satellites in other county towns.

The students on the project changed each semester, but with the Extension office as a continuous base of operations, their objective — improved health services — kept moving ahead.

"It has always been a joint effort between the students and the Extension office personnel," said Beverly Railey, Health Council Clinics administrator, who was also one of the first students to work on the project.

After finding accommodations for the clinics and locating two doctors, open houses introduced the doctors and the community to each other. By August 1975, Preston County had clinics in operation. "The great thing about this project is that the people have

come together through the Health Council and then broken down other barriers," said Patricia Silcott, Preston County Extension home demonstration agent.

But the work is far from finished, even though the county will soon have a third satellite clinic and doctor under the project. The Health Council, with Tom McConnell, Extension agent, as acting president, oversees the clinics' operation, and the students are still working with it.

The council keeps looking ahead. "We're at the point now where we're looking at the future of the county program," said Railey. "The council is looking into recruiting physicians for private practice, transportation to the satellites, emergency service, and child abuse."

The students are also helping with other county projects, such as a meat processing plant, new roads, and water systems. Besides Preston County, students this year are also working with Extension offices in Taylor, Marion, Harrison and Doddridge counties. "They are involved in programs related to a wide range of services, depending on each county," said Robert A. Porter, WVU professor of social work, and project director.

Similar health councils have been formed, with student and Extension help, in Taylor and Harrison counties. In Taylor, they conducted a household survey on health needs and services. There, the council has received approval from NHSC for funding two physicians, and money for health facilities. The Harrison County Council has developed a "Directory of Health Services," and is working to improve coordination of blood bank services. Other projects deal with aging, services to minority populations, and housing.

The WVU School of Social Work focuses its graduate program on practices in small communities and rural areas. With Extension offices located in every county in West Virginia, it seems natural that the two are working together. □



Seniors share in meals with a message

by
Marjorie Groves
Assistant Extension Editor
Iowa State University

When you're 79, live alone and count "boiled eggs" as your main gourmet specialty, "congregate meals" can be a good deal. However, Nelson Lamb, Bloomfield, Iowa, says he goes to eat with others his age because he "likes to be sociable and learn about nutrition from that home ec lady."

The "home ec lady" is Linda Hockersmith, Extension home economist (EHE) in Davis County. She and other EHEs throughout Iowa provide nutrition education once a month or more at sites where the over-65 groups gather for meals three to five times a week.

Meals history

The program began from a "need for balanced diets for older people and the need for socialization," said Margaret Yoder, Extension home economics state leader.

In 1972, the Commission on Aging formed an advisory group to study nutrition problems of the elderly; Yoder was a member of that committee. She explains, "The congregate meals began operation in the fall of 1973, and nutrition education was included from the beginning." Congregate meal sites are generally sponsored by the area schools.

Sharing smiles and a good meal.



Hockersmith enjoys the company of seniors while they learn nutrition.

"Many home economists and Extension area community resource development specialists helped get the sites going and served as consultants on the nutrition part," the state leader continues. "The EHEs are doing a great deal of the nutrition education, although many local resources are also used."

Nutrition Specialist Kay Munsen, has been another Extension resource from the beginning. Munsen provides technical information on special diets to the EHEs. When the Commission on Aging implemented the program, it contained a directive for nutrition education. Throughout Iowa, site managers started coming to Extension for help.

"Each home economist operates differently. Generally their programs are short and many offer tastes of the food each lesson is about.

"The most important thing about the lesson is the involvement of the Extension home economist. Hockersmith and others

like her have loads of personality and people warm to them," Munsen emphasized.

Like Nelson Lamb, another of Hockersmith's senior regulars is Affa H. Day. Says Day, "What do I get from congregate meals? Fellowship, friends, and information! I've learned how to use substitutes for meat, for example."

We Lure Them to Stay"

"Sometimes we have to sort of lure them to stay," smiles Helen Perkins, an EHE in Allamakee, Clayton, Fayette, Howard and Winneshiek counties. "I catch the seniors at the door with a display and something to sample that's related to the lesson. Then I eat lunch with them and, during dessert, give tips on preparing turkey or using milk."

"Of course, we have lots of seeing and hearing complications. If it's a hearing problem, I hope they get the message through the visuals. If it's seeing, they can hear me, but when folks have both limits, I try to chat with them in-

dividually."

Lamb said Hockersmith gave him some good advice on saving energy in cooking. "I'm not a very good cook, but I'm pretty good at cornbread and milk, or beans and cornbread. I eat everything at the congregate meals, everything but sweets, that is."

A Pulaski woman says she not only learned to save energy in cooking, but also to "keep the furnace at 65, wear a sweater, and draw the drapes at night."

That energy lesson started out as a 5-minute topic for Hockersmith, but ended up going longer. "That's the way I plan. I come to each congregate meal with a 5-minute lesson that can be expanded if the group is interested. You have to be flexible. If they can't hear you or aren't interested, they'll just start gabbing again. At one of the sites, the room where the seniors eat is long and narrow, so I turn one way and give the lesson, then turn around and give it again—walking around a little so everyone can hear."

Seniors contribute

Dorothy Keith, EHE in Fremont and Page counties, also finds the seniors a great resource because of their experiences. "In each lesson, I try to involve them by having the women and men share their practices or memories about food. These seniors often teach each other."

"Even though improved nutrition is the main goal of congregate meals, the socializing part is probably most important to the elderly," Hockersmith said. "I remember one woman very near malnutrition when she first came. She wasn't too clean and appeared dull—not interested in much of anything. Now she's changed totally. She dresses up because, when she comes to the meals, she's "going out." She's much more talkative and has gotten involved in the church. "Improving her nutrition has also improved her outlook on life." □

New horizons— Women's roles

by
Martha M. Myers
Extension Agent-Home Economics
Prince George's County, Maryland

Where can a battered woman turn for help in Prince George's (P.G.) County, Maryland? When a husband dies, does the family car belong to his widow? Can a married woman establish a credit rating in her own name?

These and many other current concerns of women were explored by more than 250 people at an all-day workshop in this suburban Washington, D.C., county last fall. "New Horizons—Women's Role" was the first program jointly sponsored by the county Extension Service and the Commission for Women.

Local Extension homemakers clubs had expressed interest and concern over the newly surfacing problem of battered women. During the first efforts at planning a program on this subject, the homemakers and Extension Home Economists Gayle Booth and Marcie Myers turned to the

county Commission for Women for information and assistance. By combining the forces of the two groups, a bigger and better idea emerged—to offer women a full-day program, featuring choices from several seminars.

The combined committee also planned for a reasonably priced box lunch. Babysitting services were made available to reach mothers of young children, who might not otherwise have been able to attend.

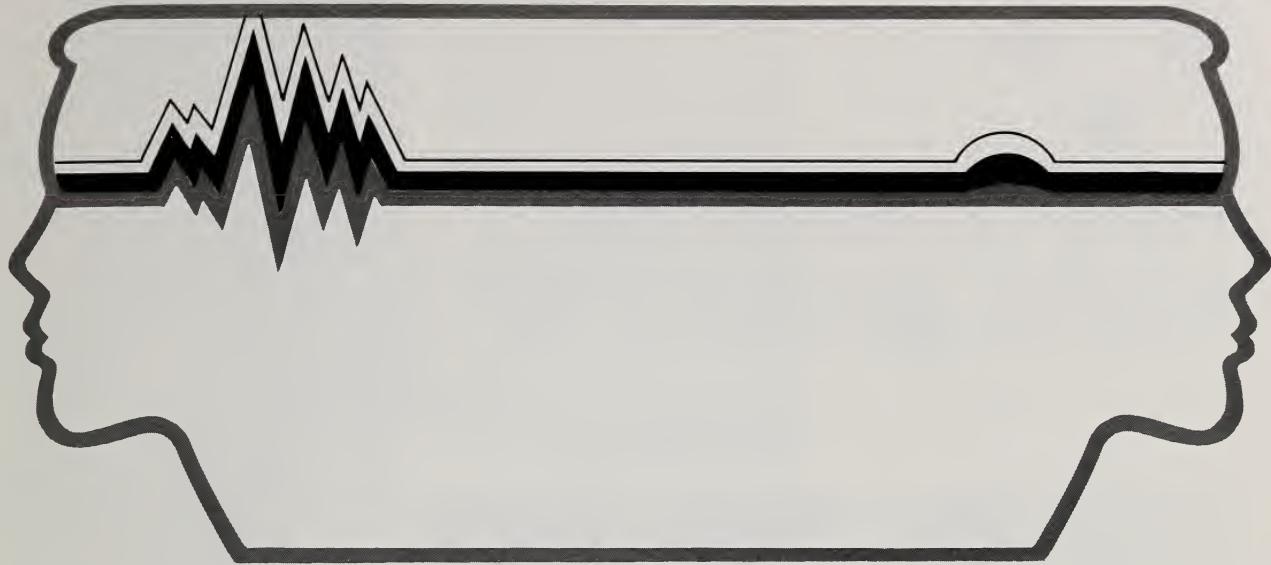
This last idea proved to be the key to a successful program. The childrens' nurseries in the church building where the program was held overflowed with preschool children.

A committee of representatives from the P.G. County Homemakers' Council, the Commission for Women, and the Extension home

economists planned topics and content for the four sessions offered. One session dealt with wills and estate planning, to help couples avoid confusion and excess taxation when one spouse dies. A local attorney conducted this session in response to continued interest of local families.

The self-awareness session gave women attending an insight into recognizing their own individual needs and values. Taught by Karen Hewson, Commission for Women, this session was aimed at the women emerging from traditional roles into roles they choose consciously. Participants experienced an exercise in assertiveness training.

The most emotionally charged session was one dealing with battered women. Evelyn Bata, chairperson of the Commission's Task Force on Abused Wives, led a panel discussion on the physical,



emotional and legal problems of such women. Her panel consisted of women who had or were living with the experience of physical abuse. These women talked openly about their frustrations in dealing with police, their feelings of helplessness in being unable to change their situations. Eventually, women in the audience joined the panel—sharing similar experiences.

The fourth session concentrated on several aspects of legal rights of women, particularly in the areas of credit, housing, marriage, and divorce. Women attendees were amazed to learn of their continuing legal subservience to

men in some areas, but were gratified by the new laws reinforcing their equality. Attorney Onelia described illegal discriminatory practices in housing and credit, and outlined steps for women to take in filing complaints.

Publicity and registration for the program were handled by the county Extension faculty and homemakers' organization. Pre-registration was required for women requesting the box lunch and babysitting services. However, good publicity resulted in a large proportion of "walk-in" participants, including the Congresswoman from the district.

Because of its proximity to Washington, D.C., and Gallaudet College, Prince George's County has a large deaf population. A special effort was made to publicize the program to this audience with sign-language interpretation available for deaf participants.

Gallaudet College frequently cooperates with Extension in Maryland to publicize and provide interpreters for programs. The county library system also publicizes Extension programs and will often handle registration for deaf persons.

Although **New Horizons** began as a homemaker club program, it developed into a special interest project appealing to a large cross section of women, both in income and education. To better utilize the time given by the speakers, one session, "Wills and Estate Planning," was videotaped and offered for small group viewing at the Extension office by appointment. Several Extension homemaker clubs borrowed the videotaped session for viewing by their clubs.□



Help at hand for home gardeners

by
David A. Zarkin
Extension Information Specialist
University of Minnesota



Minnesota Extension Horticulturist Jane McKinnon identifies a plant sample sent by mail to the Horticulture Information Center.



People concentrated in urban centers, increased leisure time, more private dwellings, and increased environmental quality concerns, all add up to more and more yard, garden, and houseplant problems.

In Minnesota . . .

People want immediate help—short, understandable answers to specific questions. Providing such individual services is costly. But the University of Minnesota Agricultural Extension Service's home, garden, and houseplant programs are meeting these growing demands.

At the St. Paul campus, the Insect Information Clinic, the Plant Disease Clinic, and the Horticulture Information Center work to-



Minnesota Extension Entomologist Mark Ascerno checks for bugs on a sample sent to the Insect Information Clinic.

gether to provide immediate help and educational information to gardeners and others. Sources of this information are Extension specialists and students at the university, who gain practical experience while dealing with problems they may encounter on the job after graduation.

Sometimes all three clinics are involved in a single information request. For example, a caller may describe an unhealthy plant over the telephone, but the cause of the problem is not clear to the Horticulture Information Center. The horticulturist will ask the caller to mail in a sample of the plant. It is then forwarded to the

Insect Information Clinic, which finds that the plant has scales. The clinic forwards the sample to the Plant Disease Clinic, which determines that the plant is badly spotted with a disease. All three clinics write the home gardener of their findings, including the Horticulture Information Center, which suggests that the plant variety is not suitable for Minnesota and another should be grown next season.

Callers to the clinics and center may want to know how to rid the yard of crabgrass, control cedar apple rust, or deal with boxelder bugs that move into the house from neighboring trees.

Insect Information Clinic

The Insect Information Clinic provides information and analysis year-round on indoor and outdoor pests to homeowners, gardeners, farmers, and other interested persons. Besides dispensing information on such common yard and garden pests as cutworms, aphids, and slugs, the entomologists receive many calls on bugs that find their way indoors and pests associated with animals.

When possible, problems are discerned from phone conversations, and appropriate pest or pesticide information is provided immediately.

After specimens received at the clinic are identified, pertinent information is provided. This year-round clinic answers approximately 20,000 telephone calls and 5,000 letters of inquiry annually.

Plant disease clinic

Established by Extension plant pathologists, the Plant Disease Clinic handles information requests on specific plant disease problems during the summer growing season. These requests include phone calls, letters, and office visits—totalling approximately 8,300 cases each summer. If answers cannot be handled by phone, the clinic sends publications. Examining or culturing specimens requires more time in identifying the problem.

Extension plant pathologists also hold clinics for home gardeners at the field days of the Agricultural Experiment Station branches throughout Minnesota.

Another unique way of serving these gardeners is the Plant Disease Mobile Clinic—a converted motor home. Visiting shopping centers and other urban locations throughout the summer, the mobile unit usually makes 6,400 contacts with plant pathologists, seeing as many as 800 in a 2-day stay at a shopping center. People generally bring in samples of diseased and otherwise damaged plants, but sometimes they come

to the trailer to chat about their plants, politics, and the weather. In addition to funding and staffing for the mobile plant unit by the Agricultural Extension Service, the National Park Service, also interested in urban plant problems, co-sponsors the project.

Horticulture Information Center

Among the many tasks of the Horticulture Information Center are providing information on suitable plant varieties, proper time for planting and harvest, preparation of soils, methods of culture and pruning, and identifying plant samples. Its phone answering service receives at least 5,000 calls a month during the peak growing season, plus another 50,000 inquiries. Many of the calls deal with forest, shade and ornamental trees, plant diseases, vegetables, turf and urban forestry. Here again, phone answers and publications usually solve the gardener's problem. Other times, consultation with the other clinics and specialists on the campus solve questions.

Additional information and education

Extension specialists at the university also use a wide variety of printed material, working closely with the mass media to bring important information on gardening to the public. The Agricultural Extension Service offers approximately 100 different publications on gardening and related topics that are of interest to city dwellers. The Department of Information and Agricultural Journalism not only produces articles on gardening for newspapers and magazines, but also sends 5-minute and 1-minute recorded interviews to radio stations throughout Minnesota.

Still, home gardeners contact their local county Extension offices for answers to their yard and garden problems. For better two-way communication between the three campus clinics, the center, and the counties, all Extension personnel involved regularly hold telephone conference calls. The

conference calls involving Extension specialists and county staffs in the metropolitan Twin Cities area (where about half of Minnesota's population lives) share common concerns and answers to specific gardening problems.

The Minnesota Agricultural Extension Service also produces a weekly television program—**Yard'n Garden**—aired on educational and commercial stations throughout the state during growing season. The program features Extension specialists answering current questions on insects, diseases, weeds, and general gardening sent in by viewers.

Through a call or letter to the three insect and plant clinics in Minneapolis, an article in any Minnesota daily newspaper, the latest **Yard'n Garden** TV show, or a visit to their neighborhood shopping center—Minnesota gardeners can learn from the many-faceted Agricultural Extension Service program just how to solve their garden and yard problems.

Other states have also tried programs similar to Minnesota's with varying degrees of success.

In Texas . . .

In Texas, Harris County Extension Horticulturist William D. Adams said increased demand has made "our ability to offer individual telephone service more and more limited." Adams spends about 8 hours a week answering telephone calls. During the peak growing season, his office receives as many as 100 phone calls daily.

Taped telephone messages also help, Adams said. They use an individually controlled tape answering system that allows the office secretary to answer some 30 common questions. Each response is followed up with bulletins and fact sheets. Last year, about 15,000 requests — averaging four bulletins each — were processed by the Harris County office.

At Fort Worth, 2-minute recorded tapes are used after working hours to provide timely information on horticultural problems. In Dallas, Extension Horticulturist Robert Moon said approximately 30,000 people used their taped phone service last year.

In Colorado . . .

In Colorado, it's another story. Colorado's Jefferson County Agent Jim Adams reports that in 1960, three

Denver area counties had incoming lines with a 1-minute recorded horticultural message. The service was eliminated after 3 months, even though it was logging upwards of 1,400 calls a day.

In Vermont . . .

Vermont's horticultural phone service became a budget victim. Extension Editor Tom McCormick said, "We ran a low-cost simple service that did what it was supposed to do — reach people with factual information, but it was a low priority item so was dropped after being used only one summer."

In New Jersey . . .

In the "Garden State," eight counties using a horticultural telephone service find it most successful. Each county has a horticultural consultant that handles each call personally. In addition, Bergen County also uses a tape-recorded phone message, in operation since 1958. Agent Bill Oberholtzer said Bergen County received more than 9,000 calls on the system in 1976. Nearly 6,000 other calls were handled by the county's consultants, who accept calls 3 hours a day, 5 days a week. Essex County, which serves a highly populated area, received more than 33,000 telephone calls last year. □



by
Tony Burkholder
 Extension Information Coordinator
 Michigan 4-H Youth Programs
 Michigan State University

Games are normally a means of relaxation or competition, but in Michigan's 4-H program, games are part of a **MYSTERY**.

The new 4-H **MYSTERY** (Manage Your Skills, Time, and Energy Resources Yourself) series is a collection of leaflets, "how to" learning activities and simulation games that teach youth and their families resource management and decisionmaking.

The series, designed to aid leaders in teaching management skills to youth of all ages, includes two simulation games. The Resource Game is a general introduction to basic management concepts. Players learn to make the best use of their time, money, skills and energy to reach their goals.

"Playing the games gives kids a chance to learn and use management skills without the fear of real-life consequences," said Mary Johnson, the 4-H project's coordinator.

Simulation games are only one part of the **MYSTERY** series, which also examines management in

relation to consumer buying, energy, and food.

For example, in the "foods" unit, members experiment with different brands of foods, comparing actual numbers of servings, appearance, texture, and taste, before deciding which purchase is best for them.

The "energy" unit shows how to use energy from the sun, how to figure the number of kilowatt hours used in operating certain appliances, how to save water, and how to conserve energy used in automobiles.

The series offers additional experiences in planning, buymanship, shopping, and understanding one's own values.

Additional information and brochures on prices of the games and leaflets are available from the Extension Service at Michigan State University (MSU). Write to the Extension 4-H office, 175 Anthony Hall, MSU, Lansing, Michigan 48824. □

Innercity youth opt for operation produce

In the shadow of giant steel mills, oil refineries, busy freeways, sprawling apartment complexes, and teeming business areas, 40 East Chicago, Indiana, youth marketed fresh produce at four community centers last summer.

The project, begun in 1975 by Charles (Chuck) Williams, a Lake County Extension agent-youth is called **Operation Produce**.

Its many objectives include:

- acquainting innercity youth with the growing and marketing of farm produce
- providing a service to the community, and
- establishing a rapport with young people who may later become 4-H community and youth leaders.

"Support and cooperation by six other agencies in the metropolitan Chicago area is a major factor in the success of **Operation Produce**" said Williams.

Participants, all teenagers, range from high school freshmen to college students. Although identified with the East Chicago Federal Comprehensive Employment Training Act (CETA) program, the youth were under the supervision of Extension Agent Williams.

"Prior to launching **Operation Produce** '76, the youth had a 10-day orientation period," said Williams. "They visited the produce farms in Lake County with whom they would be doing business—seeing first hand the labors of the farm producers. The teens also learned to pick and handle, wash and care for the produce."

"But much of this intensive training period dealt with basic business operations," he continued. "The youth also learned



Youth unload vegetables . . . and weigh them carefully to sell to innercity customers.

about accounting, bookkeeping, budgeting, purchasing, record-keeping, and sales. After all, it was to be their business operation for a 6-week period."

On July 6, **Operation Produce** began actual operations. In the few days before, the teens visited all the neighborhoods surrounding the four community centers taking produce orders. That first week, they wrote \$1,100 in orders.

Next, they transported the produce from the farms to the centers. After weighing, bagging, and pricing it, the teens made their first deliveries.

Each teenager participated in all phases of the operation—switching during the weeks so that each received experience in sales, purchasing, transporting, weighing, packaging, delivery and collecting, and most important of all . . . in

by
Ed Kirkpatrick
Information Specialist-News
Ag Information Department
Purdue University



the financial picture.

"Although we weren't overly concerned with making a profit," Williams said, "We didn't want a huge deficit either. It was important that the youth learn that a business must be able to pay its bills. So they maintained a debit-credit ledger with balance sheet throughout the operation."

"During our first venture in 1975, we sold produce only from stands,"

Williams added. "Without freezer or storage facilities, we soon learned about spoilage. In 1976 we shifted to taking orders and making deliveries, although we still continued some over-the-counter selling."

Market days were Monday, Wednesday, and Friday. The other 2 days they took produce orders.

"Since the project was set up to provide experience and education rather than profit, we gave

our customers the best prices possible," Williams said. "The word soon got around. As early as January 1976, people began asking when we would be in business again."

Although white potatoes and greens were big sellers the first week, all kinds of seasonal produce were ordered. Top sellers included green beans, cabbage, peppers, sweet corn, onions, tomatoes, celery, sweetpotatoes, watermelon, cantaloupes, carrots, and some fruit.

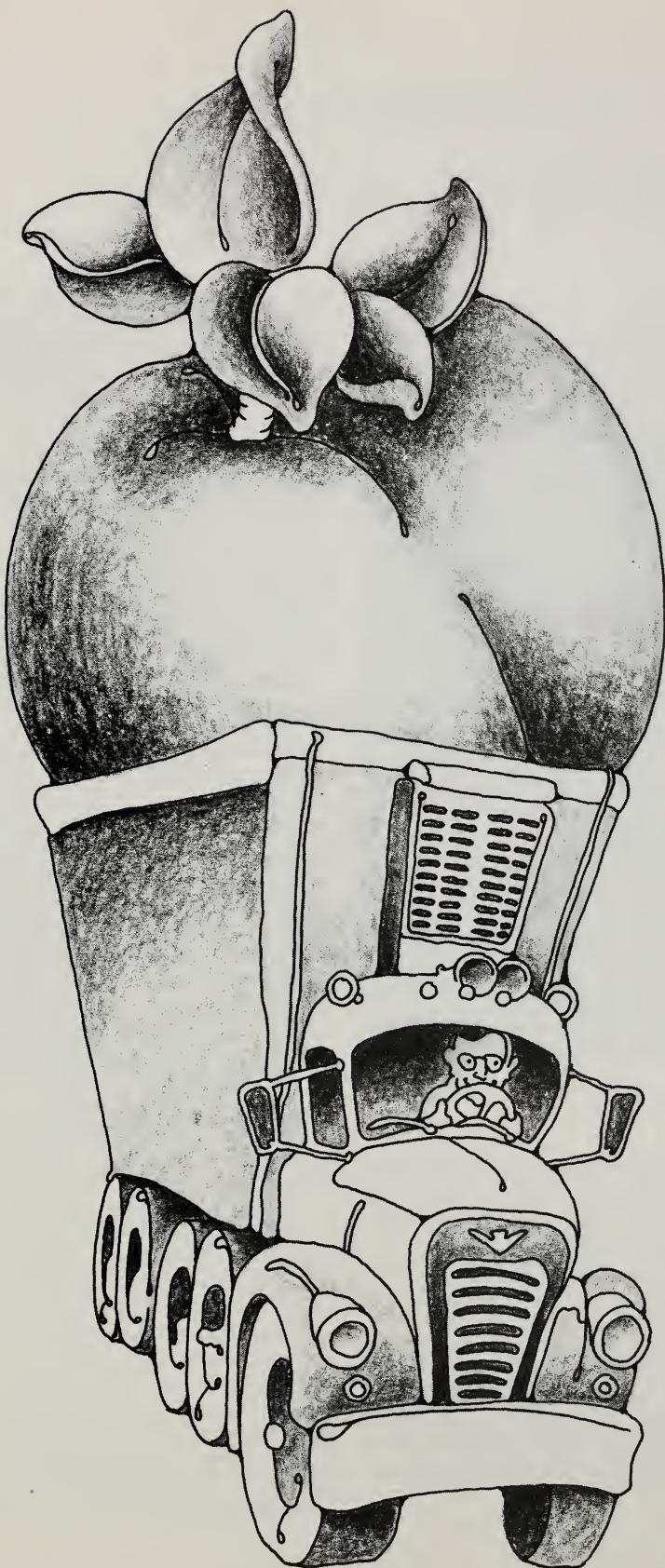
At each of the four center sites—Penn, Martin Luther King, Roberto Clemente, and Bessie Daniel Owens—seven or more youths worked the transportation vehicle and stands.

The other agencies cooperating in **Operation Produce**, supplied either transportation, facilities, or some other necessity. Besides Extension, they included the Twin City Community Services, Lake County Economic Opportunity Council, Project Area Committee, the East Chicago Recreation Department, the East Chicago Health Department, and the Federal Projects Office in East Chicago.

"We've also had tremendous cooperation from our commercial farm producers," Williams added.

Although the agent sees the project already fulfilling two of its goals—service to the community and informal education, he still hopes for the biggest payoff of all—the development of 4-H leaders who can assist other inner-city youth in similar projects.

Or, to put it another way—still greater youth involvement, greater community service, and tons and tons of more produce all summer long! □



The saga of the Peach

by
L. Randy Peele
Assistant Director
Public Service Information
Cooperative Extension Service
Clemson University

Three members of the Clemson University Extension information staff and Extension Marketing Specialist Ansel King followed a truck-load of South Carolina peaches to their final destination in Norristown, Pennsylvania. Our goal was to observe and film the marketing system and, specifically, to find out just who would profit from the sale of the big 1976 peach harvest. Our saga begins at the L. D. Holmes' peach orchards near Edgefield, S.C., at peak harvest time.

Surprised at the size of the L.D. Holmes farm, I saw his orchards stretch for miles along the highway in Edgefield County with a \$1.5 million packing house located near Johnston.

Clemson Extension Marketing Specialist Ansel King said Holmes is one of the largest among some 150 growing and packing operations in the state. He employs 400-500 workers during the harvest season—evenly dividing these between pickers and packers.

The first and most profit goes, of course, to the grower. Whit Gilliam, Extension leader for Edgefield County, estimated the peach crop worth in excess of \$35 million annually to peach growers in South Carolina. Approximately \$10 million alone goes to growers in Edgefield County. Holmes is one

of the five big Edgefield growers.

His Sunhigh variety peaches were ripe, and the pickers were in the field when we arrived. Although a few locals were among the pickers, about 90 percent of them were migrants. Profits for pickers vary according to how diligently they approach their jobs, said Crewchief Joseph Brown. Brown, a public school teacher in Miami, except during summers when he supervises a migrant crew, said pickers earn 40 cents a bushel.

"A good crop and working conditions mean good money for pickers," Brown said. "Last year we had to hunt for a peach to pick, but this year everyone is making good money." He said a worker willing to put in long hours could earn \$200 a week in good weather. It had rained the 2 previous days—a period in which they earned nothing. Conditions for the pickers, according to Brown, were as good at Holmes' labor camp as anywhere else.

About 200 workers at the packing house were mostly local high school students taking advantage of peach-crop summer jobs, earning \$2.10 to \$2.30 an hour.

Brown said no workers at L.D. Holmes' orchards were unionized. Of those on the originating end, the grower profits most, the crewchiefs profit very well, and the migrants eke out a living. Packing house workers fall somewhere in between.

Extension leader Gilliam said the initial \$10 million crop value was turned over at least seven times before the money left the county.

Within hours after picking, the peaches are cooled in water to about 40 degrees and stored in a cooling room until they're put on the packing line. The packing process—cooling, grading, and packaging—might take 2-3 hours, Extension Marketing Specialist King said.

The fruit is sized automatically and culled by hand. An inspector at the end of the conveyor line spot-checks each peach for size,

defects, and an internal temperature that should not go over 45 degrees before loading onto a truck.

There were three fruit brokers working out of the Holmes packing house. Employed by a Florida firm, they knew the market extensively. In daily contact with buyers for food store chains and independent wholesalers in the populous Northeast, these brokers got the best price available for Holmes' peaches.

Broker Russ Hodson said his company was paid up to, but usually less than, 8 percent of the sale price for brokering various types of fruit. That particular day peaches sold at \$6.00 a three-quarter bushel package of two and one-quarter inch diameter fruit. "Not a bad price," King said, "considering the large volume of this year's harvest." The brokers also work for a salary.

After the fruit was sold, a truck broker arranged transportation. Clayborn Hall, himself a former truck driver, had a list of trucking companies he worked with. Hall contracted a company out of Clinton N.C., to haul the load our Extension crew intended to follow.

The buyer pays the truck company which, in turn, pays the truck broker 8-10 percent of the shipping costs that vary with distance. Our truck, as it happened, was bound for Philadelphia; a distance that cost the buyer, a supermarket chain, \$950.

Hall's company received some \$100 for contracting the load. The driver received \$217. The trucking company's gross, cut to about \$650, is not yet clear profit. Hall said expenses for the roundtrip to Philadelphia could be as much as \$225 for fuel and other variable costs. Fixed expenses for the truck, including insurance and road taxes, might reach \$1,800 a month. The driver and his company apparently were not getting rich off Holmes peaches.

Our trip to Philadelphia was far from uneventful. We left Edgefield County in the middle of the after-

noon, stopped to sleep, and took off early the next morning. The day was June 30, preceding the Bicentennial Fourth-of-July weekend. Feeling quite patriotic, I climbed into the cab pulling the refrigerated load of peaches.

At a weigh station in Wilson, N.C., the Extension camera operator got out of his car to shoot film for television release. The weigh station officer, as the driver and I were told when Extension Marketing Specialist King finally caught up with us, decided there might be something wrong with making movies. We didn't know if they (King and the camera operator) were under arrest or what. The officer called his boss who said there was nothing wrong with taking film for such a good Extension Service cause and set the journalists free.

After that scare, because the peaches couldn't wait for anyone to be bailed out of jail, little else happened on our journey North.

Riding in the truck was far from boring. The enlightening C.B. conversations of Driver Ralph Smith were interesting, even though he denied he was, in C.B. lingo—a "ratchet jaw." The problems of truckers are numerous, including legal requirements, and long and arduous trips. Smith, no Frank Converse, said the life of a driver was far too dull to make a good television show. He did want to be on TV though, and said our accompanying him was the next best thing to his C.B. radio for keeping his mind occupied. Boredom is Smith's chief adversary and the C.B. his best weapon.

We arrived at our destination around midnight, but we were not scheduled to talk to the buyer until morning. The distributing center, one of four in the city owned by the supermarket chain, supplied produce to 209 stores from Cape May, N.J., to the Poconos. This one particular center had about 350 unionized employees, earning \$6-\$7 an hour.

The distributing center resembled a fort under siege. The



Marketing specialist Ansel King tosses culls on a conveyor at the L.D. Holmes' peach packing shed in Johnston, S. C.

kids who live in the surrounding tenements are the enemy. When we arrived, a guard handed us a slip of paper that read, "our company is not responsible for any loss resulting from theft." Unarmed guards were posted inside the building. Parking lots were fenced and guarded. Months before, a group had staged a raid, carting off boxes of food and clubbing the shift supervisor unconscious when he tried to stop them.

Obviously, I did not venture outside in the dark.

At 5:30 a.m. the next morning the supermarket buyer, David Urner, came in to talk to us. He noted the excellent quality of the

Holmes peaches, picked close to full ripeness for flavor and texture. What he said was true, although I don't think he knew that our TV audience would include few of his company's customers.

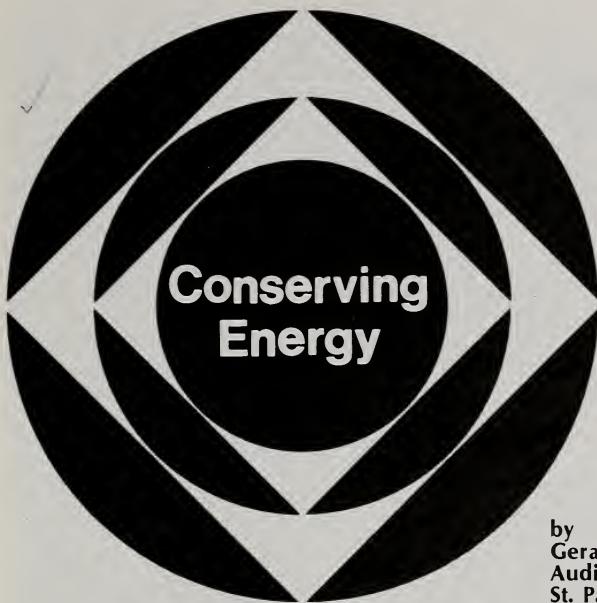
At 5:45 a.m., a call came over the public address system for the driver of the peach truck, Smith. His truck had been broken into and his C.B. radio stolen while the trailer was being unloaded. The radio was worth \$350, he said. This particular 3-day trip had earned him only \$217 after his loss.

It was then July 1, 1976, and I no longer felt patriotic. The City of Brotherly Love, seen through eyes not closed for more than 24 hours, was where I least wanted to be.

But, our filming job was not finished. Our Extension crew went to a supermarket in Norristown, Pa., to watch someone buy some of Holmes peaches and record this transaction on film.

A woman named Dianna Pizza bought some and agreed to have her picture taken for television. Pizza paid 39 cents a pound for the peaches, money that would support L.D. Holmes, pickers, crewchiefs, packers, brokers, truckers, warehouse workers, buyers, store clerks and, indirectly, Extension Service journalists.

She said the peaches were delicious. She got a lot for her money. □



by
Gerald McKay
Audio Visual Consultant
St. Paul, Minnesota

Solving our national energy problem starts at the local level. A number of state and county Extension offices have initiated programs and developed educational materials in energy conservation and management.

In 1974, to intensify such efforts, ES-USDA and the University of Florida at Gainesville began a special project to plan and develop an energy conservation and management program for the Cooperative Extension Service. Today all 50 states have received and are using or incorporating into their own energy programs, the materials from this special project. Pat Shackelford, from Oklahoma State University, served as coordinator with Gerald McKay, formerly on the Extension staff at the University of Minnesota as audiovisual consultant. The project was a team effort of the university agricultural engineering department, the editorial department, and the Extension staffs in agriculture, home economics, and 4-H.

During 1974 and 1975, Shackelford, McKay, and James Ross, assistant dean for agricultural programs, visited 44 county Extension offices, discussing needs for energy information. From these visits, they learned that agents saw a need for fact sheets, slide sets, flip charts, plus any other materials they could use with their clientele in conserving energy.

The trio returned to Gainesville, worked with the editorial and other Extension departments, and began developing those materials the county agents felt they needed most.

Fact sheets

Forty fact sheets with such diverse titles as "Solar Water Heating for Greenhouses," "Tractor Tune-

ups Save Fuel," and "Fuel and Fireplace Facts" were tested in Florida and then developed into finished products. Camera copy of each of these fact sheets will have been distributed to all Extension offices by May 1977.

Slide sets

Seven color slide sets with narration on cassette tapes and printed script booklets were produced: "Fuel and Farm Machinery," "Checking Your Energy I.Q.," "Solving the Energy Problem—A Family Affair," "Understanding the Energy Problem," "Laundry Techniques to Save Energy," "Building and Remodeling to Save Energy," and "How to Cut Your Electric Bill."

The seven slide sets and accompanying brochures have now been distributed to all Extension state staffs. John Thorne, Extension editor at Florida, said, "Several utility companies are using these slide sets as part of their community customer programs with great success."

Exhibits and flip charts

Materials on how to prepare exhibits have also been distributed statewide. A set of 21 flip charts showing energy consumed by appliances is now available from the state leader responsible for energy in each Extension state office.

For additional information on the energy materials, write to the Editorial Dept., McCarty Hall, IFAS, University of Florida, Gainesville, 32611.

The materials produced by this joint ES-USDA project will add one more bit of support to the solution of our national energy problem. Extension workers throughout the country have an opportunity to help. □

Texas press day lightens media load

by
Ovid Bay
Director of Information
Extension Service-USDA

I've been coming to the Texas Agricultural Extension Service Press Day for 6 years and they keep getting better every year!" exclaimed Roddy Peeples, voice of Southwest Agriculture Radio Network, San Angelo, Texas. Peeples serves 66 stations across Texas.

Other media representatives among the newspaper, radio, television, and magazine staffers also drove and flew to the College Station main campus of Texas A&M University. They preferred this opportunity to interview specialists, and attend two panel briefings (agriculture and home economics) to setting up their own schedules for a campus visit. Here's why:

James E. "Monk" Vance, **Fort Worth Star-Telegram**, said that the briefings gave him leads to develop, introducing him to new Extension staff and what they were doing months—and even years—before he would have found some of them on his own. The press day also gave Vance an overview of key subjects that would have been difficult to accomplish on his own.

Ray Villandry, **KRIS-TV**, Corpus Christi, interviewed 18 specialists for seasonal use during the next several months. "The way press day is organized saves me a lot of time," he stressed.

Del Deterling, Southwest editor, **Progressive Farmer** magazine

summed up:

"The number one benefit to me is the opportunity in 1 day to talk to several Extension specialists from around the state and to check on concepts and trends in an area as large as Texas."

The press day also included a reception banquet and press breakfast. This year, 45 members of the press and 13 public information representatives from agencies and organizations attended. Here's the way the Texas staff organizes press day:

- An advance interview list of potential Extension specialists and their subject specialties—along with an interview checklist to be returned—is mailed to media representatives along with an invitation a few months before the event, which is usually held in January. This year the checklist included 194 subjects.

- A total of 29 media representatives returned their checklists so that desired schedules for interviews could be arranged before they arrived. Others requested interviews as they arrived. The 280 interviews made at the 1977 press day breaks down this way: 115 radio (2-to 5-minutes each), 69 television, 59 newspapers, 35 magazines, and 2 specials.

- Bill Tedrick, Mary Mahoney, Jim Whitman and the rest of the Texas communications staff set up interviewing rooms, including electric outlets for equipment and lights. The media visitors stay put at the interview area, while the specialists—following a master schedule—arrive at the right room at the prearranged time for each interview.

- A special press day packet provides background material on program segments presented by specialists, plus other timely information.

- A panel of experts covered two briefing sessions entitled: "Food and Fiber Policy Issues—The Carter Administration", and "Family Living Outlook for 1977" with a question-and-answer ses-



Television cameras got a heavy workout at the press day. Here a member of the agricultural communications staff shoots an interview between Horace McQueen, KLTV-KTRE-TV, and Edward Uvacek, Extension livestock marketing specialist.

sion following each one.

This year at the banquet a panel of three representatives from national media associations discussed "The Agricultural Media—Issues and Answers." Other years, banquet speakers have discussed key and timely issues of interest to the media.

After the press breakfast the next day, media representatives and Extension specialists attended presentations by staff members in agriculture, home economics, community resource develop-

ment, and 4-H. This program summarized key subjects such as: A new technique for administering vaccine for fowl cholera prevention in turkeys, methods for securing doctors in rural areas, and the latest information on flame-retardant clothing.

The Texas Press Day originated in a session some 10 years ago when Murray Cox, from the **Dallas News**, suggested to John Hutchison, Extension director, (now retired) that a press day would save the media people some time

and also be useful to the Texas Extension Service. Hutchison and the Extension staff initiated the idea. It was instant success!

"This press day is an effort to let you in the mass media field know more about what we in the Extension Service do," said Daniel C. Pfannstiel, director of the Texas Extension Service.

"Pleased with the response by the media and the continued use they make of the material presented at our press day, we plan to hold another one in 1978". □

Down to Earth— cartoons for canners

by
Erna Carmichael
Consumer Marketing Agent
and
Mary E. Mennes
Food Administration Specialist
University of Wisconsin-Extension

Each year, more and more home gardeners grow tomatoes, cucumbers, and other vegetables in their backyards. The demand for timely, interesting and effective Extension information on food preservation and safety increases. In their "Down to Earth" cartoon series, Wisconsin has developed a unique and popular method of meeting this need.

Reaching consumers through mass media is often the quickest way to get your food preservation information out in the shortest possible time. If you have a different "angle" and prepare your material creatively, you will get results.

In Wisconsin, the "Down to Earth" cartoon series met these requirements—receiving food preservation coverage in 28 dailies and 22 weeklies, or a circulation of more than 975,000 people the first year it began.

A program planning committee of Extension home economists from throughout Wisconsin and state food specialists, conceived the idea for a cartoon and news release series in early 1974. While considering methods for creating public understanding about the major issues in food quality and safety, high on their list of urgent concerns was safety in home food preservation. Continuing inflation and rising food prices had led many families who had done little or no home gardening or canning to look

to these methods of reducing food expenses. This trend is still rising in 1977.

The committee was faced with the question: How could accurate information be delivered to a wide segment of the public in an interesting as well as informative way? Humor seemed the best answer—that element so often present in do-it-yourself dilemmas.

With the aid of a small group of Extension home economists from metropolitan and rural counties and the food administration specialist, the project got underway. Their first challenge was finding a cartoonist capable of using the humorous aspects of food preservation. She needed a vehicle which would focus attention on the technical information needed to preserve foods safely and economically. In Cissie Peltz, a freelance cartoonist, they found this talent. Aware of the great teaching impact of cartoons, Peltz was intrigued with the idea of combining a cartoon with a related news release. A home gardener herself, she knew the problems encountered by first-time canners. Her style of cartooning—family-centered and contemporary—was just what the committee wanted.

The next step was to select subjects most critical to success and safety in home food preservation, and to identify humorous situations relating to each subject. The committee held a "punch line" session and provided Peltz with a list of possibilities.

Timing was important. Peltz delivered 10 car-



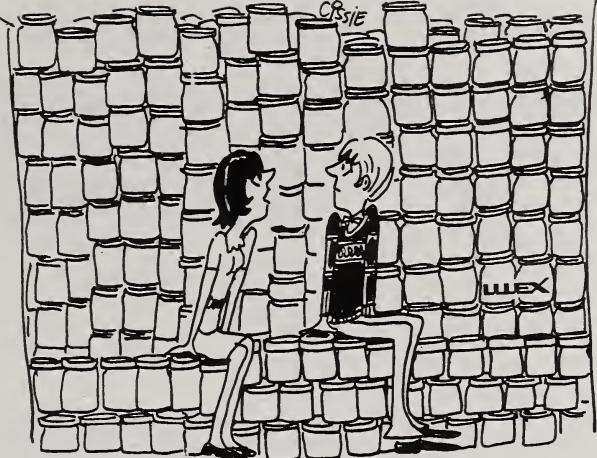
"WHICH IS IT—THE SEPTIC TANK
OR THE SAUERKRAUT?"



"DOES IT HAVE A CYCLE FOR BLANCHING CORN?"



"O.K., NOW WHAT ELSE CAN WE DO WITH TOMATOES?"



"I JUST PUT UP GRANDMA'S RECIPE, BUT I GUESS GRANDMA HAD A PANTRY AND FRUIT CELLAR..."

toons to the committee in 2 weeks. The Extension Food Administration Specialist and committee members wrote accompanying news releases. The Home Economics Information staff in the Agricultural Journalism department at the University of Wisconsin handled final editing and cartoon reproductions. In 2 weeks, the initial cartoons were completed, and the first set of articles and illustrations were released.

Although usual distribution of statewide releases is by direct mail to daily newspapers or to county staff for distribution in weeklies, the committee also sent these releases to each Wisconsin Extension county home economist. She, in turn, personally contacted the daily and weekly newspapers in her county.

Extremely pleased with the releases, several editors printed other related stories accompanying the food preservation cartoons, or used them as the central focus of a food section.

Extension home economists discovered other uses for them. Some made slides and overhead transparencies of the cartoons for use in food preservation workshops and on television, or made large posters from them. Many Extension home economists used the news releases as radio scripts. From the response of these Wisconsin Extension home economists, the initial \$500 investment to develop the first series of 10 cartoons had multiplied its worth many times over.

Using the same format, a similar series was developed and released on money management in January 1975. Because there was a continuing need to deliver food preservation information, a second series on food preservaton subjects was created and released in the summer of 1975. The next 2 years, several other states, including Oklahoma adopted the cartoon idea in their food preservation programs.

How does the committee summarize this effort?

—“A unique and exciting approach to a subject that's been part of the Extension home economists' job for years” . . . “fast delivery to a vast audience” . . . “low cost and low time investment for a major impact” . . . “excellent, simple, and delightful way to get points across quickly to the consumer needing the information.” □

(Editor's Note: Several of the cartoons are used to illustrate this article. Additional copies and information are available from Wisconsin.)



"WELL, MRS. PIPER, PERHAPS YOU SHOULD TRY SUGAR FREE CANNING THIS YEAR..."



People and prosperity challenge Extension planners

by
Fred Obermiller
Extension Community Development
Specialist for Economic Development
Oregon State University

How does a region harness the resources needed to promote orderly growth while dealing with a failing water supply?

Extension agents from three rural counties in northeastern Oregon, and Oregon State University Extension specialists and researchers, met in 1974 to develop a unified response to new problems. Morrow, Umatilla, and Gilliam counties were beginning to feel unprecedented growth pressures resulting from the rapid development of intensive, irrigated agriculture in a traditionally dryland wheat area.

To service an expanding agriculture, farm supply firms were moving into the region. Food processors were building huge new plants. Income, employment, and population were rapidly increasing. New irrigation developments were planned, and in the bustle of growth, businesses and industries seemingly unrelated to the agricultural base were planning to locate in the once sparsely settled and arid plains.

Growth was straining the basic fabric of the society and the environment. Communities could not house the new residents. Service systems were often inadequate. Even the seemingly limitless resource responsible for the newfound prosperity—water—was becoming scarce as ground water was depleted.

Citizens were asking "How do we cope with growth?" They needed information on potentials,



Project Leader Frederick W. Obermiller discusses alternatives for rural development with a group of area residents . . .

alternatives, and the consequences of growth. Oregon Extension agents, specialists, and university researchers sought answers.

Within 2 months, a broad program had been formulated to provide area residents, farmers, business people, and officials with the needed information.

In January, 1975, a project com-

was provided by a project team of more than 20 county agents, specialists, and researchers, under the leadership of Extension Resource Development Specialist Frederick W. Obermiller. Questions raised by residents of the impact area, public officials, and interested agency representatives have been answered:

- What are the pricing alter-



... and captures the attention of a local farm couple.

bining elements of research, extension education, and technical guidance was presented to a group of local leaders. Their enthusiastic response led to special funding by the Oregon State University Extension Service and the Department of Agriculture and Resource Economics, for a short-term effort to define the dimensions of the failing water supply.

When this effort succeeded, a sizeable grant from the Pacific Northwest Regional Commission underwrote a program that has captured the attention of the local people, state agencies, and the general public.

Detailed, pertinent information

natives for irrigation water, and what are their relative merits?

• Can ways be found to economize on the use of water and other scarce inputs?

• What changes in agricultural output may be anticipated if more or less water is made available to area farmers?

• What impacts on the local economy, family income, and employment can be expected from agricultural and industrial growth in the three counties?

• Can we project future changes in population that will accompany economic growth?

• Where will new residents live?

• Will communities provide the

public services demanded by new populations, and how can needed services be financed?

The Extension education program accompanying the project is both formalized and innovative. A wide variety of communications techniques—including narrated slide-tapes, factsheets, news releases, teaching packages, displays, and tours—are being used to inform and involve citizens, organizations, and agencies. Existing Extension clientele as well as new groups are being addressed. One full-time agent, five other county agents, and nine specialists have been involved.

Results of the integrated Extension education and applied research program:

- A group of 450 farmers have organized, selected a county agent as their coordinator, and donated almost \$200,000 toward development of a new source of water.

- Engineering and financial consultants have been retained to help design a massive irrigation system to draw water from the Columbia River and distribute it through 50 miles of canal and pipe, relieving area farmers of dependence on wells.

- Oregon has created a special task force to coordinate state efforts for providing services to the impacted counties and communities, retained a full-time task force coordinator, and revised agency priorities to be able to provide assistance.

The Extension-led rural development program does not claim full credit for the progress made in helping people cope with growth in the northern Columbia River basin counties. But Ted Sidor, Oregon Extension assistant director for county programs, believes that the Northern Columbia River Basin Rural Development Program has been a success because:

"... As a university we have been able to harness the resources necessary to promote orderly, sane economic growth." □

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people and programs in review

WHAT MAKES A REVIEW ARTICLE?

Ken Copeland, an Alabama Extension editor, made one of the best statements we've seen lately on what an **Extension Service Review** article is all about, when he wrote to a county home economist:

"Mildred, what it all boils down to is this: When you're talking about an **Extension Service Review** article, you're saying, I have found a method that's unusual and it's really working for me. I believe other agents throughout the nation might want to give it a try. In this article I'm going to try to convince them to use my method.

"Here is my suggested approach to such an article: Assume you have just met a county agent-home economics from Washington State." She says, "Mildred, I hear you're using something different in EFNEP. Tell me about it. How is it helping people? Where did you get the idea? How did you get the program started? How does the program work? How does it tie in with the EFNEP program?"

If you have a good program or good idea that you'd like to share with your counterparts across the country, try writing it up so that it answers Ken's questions. It will probably make a good **Review** article that will help many other Extension workers.